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ABSTRACT

This handbook is designed to help undergraduates in English and social sciences discover possible jobs and career alternatives available to them in the currently limited job market. Entering freshmen, as well as students who have declared majors, are encouraged to read the handbook in order to decide if they want to pursue academic study in the fields of English and social science. Thirteen career areas are analyzed, including advertising, banking, business, broadcasting, journalism, real estate, public relations, research, and travel. Within each area, a variety of specific jobs are described. For example, within the field of broadcasting possible jobs are program director, staff announcer, newscaster, broadcast technician, general manager, sales representative, and press writer. For each career area and for almost every job, the handbook defines the field or job, describes requirements for academic and experiential background, estimates salary ranges, and provides information about relevant information sources such as the National Association of Broadcasters. Useful editorial comments alert students to special aspects of certain jobs. For example, manufacturers' sales representatives should have highly competitive personalities. The handbook concludes with a bibliography of 39 books, pamphlets, and articles. (AV)

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AMERICAN HISTORICAL ASSOCIATION FACULTY DEVELOPMENT PROGRAM

OCCASIONAL PAPER SERIES

DR. ELI SEIFMAN, SERIES EDITOR

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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OCCASIONAL PAPER #77-3

CAREER ALTERNATIVES FOR ENGLISH AND SOCIAL SCIENCE MAJORS: BEYOND THE YELLOW BRICK ROAD

DR. ROBERT D. BAGNALL

SO 010 069

AMERICAN HISTORICAL ASSOCIATION FACULTY DEVELOPMENT PROGRAM
THE STATE UNIVERSITY OF NEW YORK, STONY BROOK, NEW YORK
1977

PREFACE

The occupational outlook for teachers in the present period of "retrenchment" is not an optimistic one, and this is especially true for secondary school teachers of English and Social Studies. Given the realities of the supply and demand curve, and infused with a small grant from the United States Office of Education, a Stony Brook faculty member, Dr. Robert Bagnall, and a number of English and Social Science majors collaborated on the design and development of a handbook to sensitize secondary education students to career options and alternatives which are uniquely related to academic preparation. The result is this handbook, "Career Alternatives for English and Social Science Majors: Beyond the Yellow Brick Road," which will be updated from time to time as additional data is received and incorporated into later revised editions of the pamphlet. Readers are invited to send additional information on suggested career alternatives for English and Social Science majors to Dr. Robert Bagnall, Social Science Interdisciplinary Program, S.U.N.Y. at Stony Brook, Stony Brook, N.Y. 11794.

A special acknowledgement should be given to Dr. Mortimer Kreuter, who while serving as Acting Dean of the Center for Continuing Education, assumed a leadership role in bringing together Stony Brook faculty to work on career education proposals, and who was responsible for securing the grant from the U.S. Office of Education, under Part F, Section 553 of the Education Professions Development Act, which made this handbook possible.

Dr. Eli Seifman
AHA/FDP Occasional Paper
Series Editor

ACKNOWLEDGEMENTS

The pamphlet before you is the result of the determination and enthusiasm of roughly ten undergraduates students at SUNY at Stony Brook - some of my former students and some recommended by Eli Seifman. Their starting point was a vague outline and description of what I thought was needed by both college students and upper-level public school students to assist them in getting a grasp of the options available in the world of work. The result includes a referrence library, a bibliography and source material to assist public school teachers in dealing with career education, and this pamphlet. My sincere thanks to all of them, especially June, Lauren, Tom, and Sandy who took care of the ancillary tasks of setting up meetings, typing, arranging, and whatever...

Special thanks to all agencies who eagerly assisted with needed information on specific career fields. Also special thanks to Eli Seifman who wrote the min-grant proposal and to the State Department of Education for providing the needed funds which permit us to share our findings with you.

To Evelyn Short, sincere thanks for your patience and cooperation in preparing the final draft...

robert david Bagnall
Interdisciplinary Program in
the Social Sciences
SUNY at Stony Brook

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Introduction

Welcome to Stony Brook and another hand-book to read. This one, unlike some of the others you've read can be of some value. The purpose of this manual is to familiarize you with some potential jobs and to suggest some possible career alternatives. As you may, or may not have heard, jobs for Social Science and English majors, in our traditional fields, are severely limited. It is therefore incumbent upon you to take a good hard look at your future and decide now what you may want to be doing four years from now. For some of you this choice is already made, you may know someone, have an "in" through a relative or friend or some other means of procuring a job. That's fine, one of the best ways of finding a job is to know someone or know someone who does. We can not emphasize this point enough, if there is a job you want and someone can get it for you, take advantage of it.

In compiling this manual we have tried to take into consideration as many variables as possible, such as the potential for employment in a given field, the availability of materials that you could utilize in your search for employment, and, most importantly, the educational requirements of employers. One final note before you go on with your reading, at the back of this manual you will find a bibliographical listing of books. This list can be of invaluable help to you in gaining further information on a given occupation-use it. Good luck and good hunting.

ADVERTISING

Few advertising executives agree exactly how necessary advertising experience or advanced training is. It is usually dependent on the area of advertising you are interested in and the particular agency. The size of the agency has an effect on the requirements demanded. It seems that many small businesses have the time to teach unskilled, interested, and willing to-learn people all they can. Occasionally you may find that large firms conduct in-house training programs where beginners can acquire the needed skills and experience. The best way of findings this out, short of calling them up and asking, would be to watch the newspaper advertisements stating "will train".

There are many diverse areas in advertising that one can go into. For example: administrative, creative, selling, buying, research, and production. Specific jobs in these areas, several of which begin as assistants, include:

> advertising manager, account supervisor or executive, copywriter, art director, artist, layout man, media director, media buyer, publicity or public-relations director or promotion manager, research director, space or broadcast-time salesman, direct mail specialist...

An Account Executive

--the agency's representative to the client--part business manager, part marketing consultant, part salesperson.

--determines relevant facts about the product or service and its competition, markets, distribution and sales patterns.

--writes a report called a Marketing Plan--a specific recommendation on how to market and advertise the product or service.

Educational Preparation (required)

--B.A. with a Commerce Major, M.B.A. (Masters of Business Administration)

Occupational Training

--Advertising and/or Marketing Department of a manufacturer or large retailer

Approximate earnings

--experienced account executives earn about $13,000 yearly. Many work on commission and a salary and may earn as much as $50,000.

A Research Specialist

--As a research specialist you will design, execute and interpret research in three areas: Market Research (deals with public and consumer), Product Research (deals with public in relation to particular product), and Copy Research (determines how effectively the advertising is going).

--Field studies are sometimes necessary to get your needed information.

Educational Preparation
--M.B.A. or B.A. for entry-writing
Mathematics and Statistics
Sociology
Psychology
Literature
--Ph.D. for Department Head
Occupational Training
--at independent research firms, advertiser research departments

Media Department
--decides how and where the budget is to be spent most effectively
--would select the air time and pring space which you believe most efficient to meet the needs of client
--After consideration of the client's objectives and budget, you would prepare a Media Plan and Schedule
--In the Media Department, there are directors, assistant directors, planners, space-buying group heads, and space buyers. In addition, there are statisticians, clerical workers, and people who check the advertisements to make certain they ran correctly.
Educational Preparation
--B.A.--Marketing M.A.
Economics
English
Math/Statistics
Occupational Training
--retail store sales, media sales, media research
Approximate Earnings
--begins at $7,000-$8,000; with experience--$25,000-$30,000

Creative Department
--creates and produces the advertisements and commercials. This is done by Copywriters, Art Directors and Television Producers--generally under the supervision of a Creative Director. There are also sales promotion departments which cover advertising materials other than magazine and newspaper ads.

Copywriter
--must be able to translate product and consumer research data into copy that will trigger a response, meaningful copy that talks to the consumer and does so persuasively. He/She is a salesperson, inventor, interpretor.
Educational Preparation
--B.A. advertising or marketing courses
English Literature
sociology
psychology
philosophy
languages
Occupational Training
--retail store sales or advertising, newspaper writing, magazine writing, broadcasting. A portfolio required!

Earnings
--beginning at $7,000-$8,000 depending on the size of the company
--experienced at $11,000-$26,000 depending on the size of the company

Art Director
--salesman, conceptualizer, interpreter, writer, producer--he/she is similar to a copywriter in that a copywriter uses words, art director uses pictures
--all visual elements must communicate at every phase of the work, from rough layouts to finished advertisements

Educational Preparation
--Visual arts school
--B.A. is good but not essential

Occupational Training
--visual art studio, retail store advertising, portfolio is required

Earnings
--beginning at $5,000 up to $6,500-$8,100 and with some experience $20,000

Broadcasting area of Advertising
--Television producers-coordinate the production details in conjunction with the Copywriter and Art Director
--They have to deal with contracts, unions, film studios, actors and actresses, musicians..and the client

Educational Preparation
--B.A. is good but not required

Occupational Training
--Film, studio, Tape studio, Television station

Within Agency's Print Production Department
--They are responsible for the mechanical production of all materials necessary in the final processing of the advertisement
--Type Director-works with Art Director; sees type is set well and is done economically
--Proofreader-checks for errors
--Traffic Control-keeps track of production and deadlines for work

Educational Preparation
--Graphics courses, visual arts courses, typography, design, layout
--Degree is helpful but not essential

Occupational Training
--printers, photoengravers, steel and copper-plate engravers, paper merchants, envelope makers, photographers, illustrators, layout and lettering artists, typesetters, electrotypers, bookbinders, finishers, mail list houses, display producers, photostat houses

Employment of advertising workers is expected to increase about as fast as the average for all occupations through the mid-1980's as the growing number of consumer goods and increasing competition in some product or service markets cause advertising expenditures to rise. Although opportunities should be favorable for highly qualified applicants, others seeking entry jobs will face keen competition because many persons are attracted to the field.

When writing employment-application letters to different companies the Standard Advertising Register, a directory of all important national advertisers in the country, classified by product, and the Standard - Dictionary of Advertising Agencies ("The Agency Red Book"), which gives information about advertising agencies can prove extremely helpful in locating advertising jobs. The two books are an almost must to read through for information. In addition to these two sources you may want to contact:

Advertising Research Foundation
3 East 54 Street
New York, New York 10022

American Advertising Federation
1225 Connecticut Avenue, N.W.
Washington, D.C. 20036

American Assn. of Advertising Agencies
200 Park Avenue
New York, New York 10017

The Society of Illustrators, Inc.
128 East 63 Street
New York, New York

"ALTERNATIVE CAREERS"

The following descriptions offer career alternatives that require special training, talent or additional education.

Fashion or Photographic Model--Although this type of job cannot guarantee job security, it can offer you travel, fashion, and fun. If you feel you have exceptional looks compile a photographic portfolio of yourself and give it a try. Models can make from $25-$50 an hour with exceptional rates for high fashion positions. For additional information contact the Department of Education for a list of approved modeling schools.

Interior Decorator--If you have a B.A. degree with some emphasis on art, or have a flair for interior design and color you might want to try to pursue this field of employment. You may start your own business or consider additional training while you are working for a decorating company which will qualify you as a member of the American Institute of Interior Design. Salary range is $15,000+with definite openings. For additional information contact:

The American Institute of Interior Designers
673 Sixth Avenue
New York, New York

Interpreter/Translator--If you are fluent in a language other than English, (i.e.:Spanish, French) you may qualify for a job as an interpreter or translator. A B.A. is usually required as well as a good speaking voice and a broad cultural background of the countries you will have relations with. There are various positions available with the government and with the businesses that deal in foreign trade. For additional information contact:

The Society of Federal Linguists
P.O. Box 7765
Washington, D.C. 20044

The Information Center
The United Nations
New York, New York 10017

American Translators Ass.
P.O. Box 489
Madison Square Station
New York, New York 10010

National Foreign Trade Council
10 Rockerfeller Plaza
New York, New York 10020

Librarian--A one year masters program in library science will qualify you for this position which involves research, library organization and administration, and public information services. Salaries range from $15,000-$25,000 a year. For additional information contact:

American Library Association
50 East Huron Street
Chicago, Illinois 60611

Photographer--If you have become an experienced "camera bug" during your undergraduate career you may want to try and sell some of your work on a free lance basis. Compile a portfolio of your photographs and contact local and national newspapers and magazines that accept free lance work. With time, you may eventuallyobtain a routine or permanent position. For additional information contact:

National Free-Lance Photographers Association
4 Estate Street
Dowlestown, Pennsylvania 18901

Professional Photographers of America, Inc.
1090 Executive Way
Oak Leaf Commons
Des Plaines, Illinois 60018

Urban Planner--With the completion of a 1-2 year masters program in Urban Planning you can become involved in community development programs. Salary ranges from $10,000-$25,000+depending upon your experience and educational specialties. For additional information contact:

The American Society of Planning Officials
1313 East Sixtieth Street
Chicago, Illinois 60637

The following graduate programs geared for Social Science and English graduates can expand employment opportunities as well as enable you to obtain permanent teaching certification.

Master in Business Administration--This degree will qualify you for a variety of positions in the field of business and education. Please refer to the business section of this Handbook for specific business careers. Information on accreditied MBA programs can be obtained from Graduate Study in Management which is published yearly by the Admission Council for Graduate Study in Management.

Masters in Social Welfare--This degree enables you to pursue a variety of careers which enable you to help to improve the lives of the population you serve. For information on MSW programs consult Petersons Annual Guide to Graduate Study, Humanities and Social Science Handbook.

For information on obtaining a degree in Law which will enable you to start your own practice or qualify for a position in business consult the Pre Law Hand Book, an annual guide to ABA approved Law Schools which is prepared and published by the Association of American Law Schools, the Law School Admission Council and Educational Testing Service.

Additional information concerning College Entrance Exams on the Graduate level can be obtained from Barron's How to Prepare for the GRE, Barron's-How to Prepare for the LSAT, and Barron's How to Prepare for the GMAT.

BUSINESS

Accountants

Accountants arrange and analyze business transactions and fiscal statements of concerns, institutions, and corporations. The person may work as a public accountant on an independent basis, as a management accountant with a private concern or government agency. A government accountant could be a bank examiner, an Internal Revenue agent or work for a Federal agency.

A general accountant oversees general accounting methods, maintains records, balances books, arranges and analyzes statements on various phases of business involvement. Other accounting fields are: internal auditor, tax accountant, budget accountant, cost accountant, and auditor.

Because of the growing complexity of business accounting college graduates with a major in accounting will be in a greater demand than non-graduates. Beginning accountants earn approximately $9,000. whereas experienced accountants earn about $10,000 to $15,000. Certified public accountants will earn about 10% more than other accountants. There are approximately 45,000 positions available annually in this field. There are good opportunities for those persons trained in computer techniques. For further information write to:

American Institute of C.P.A.
666 Fifth Avenue
New York, New York 10019

National Association of Accountants
505 Park Avenue
New York, New York 10022

Buyer

A buyer is employed by a store in the capacity of purchaser or marketer of merchandise from wholesalers or manufacturers to be sold to customers at that store. A buyer must know fundamental marketing techniques as well as the products purchased. The person should know the nature of his clientele, quality of merchandise, and be able to find the kind of merchandise wanted because most goods are purchased for a fast turn-over profit. A buyer should be astute, aggressive, of above-average intelligence, self-assured and able to get along with people. A buyer should be able to act independently and defend his actions by knowing what goods his competitors offer and being able to anticipate what the public will want.

College training in merchandising or marketing is preferred. Many retail chains sponsor formal six to eight month trainee programs for college graduates. There are approximately 9,000 positions available annually in this field. An assistant buyer earns $6,000 to $7,200, whereas experienced buyers can earn up to $50,000. There are very good opportunities for advancement.

There are many good opportunities for the person who is more interested in operating activities than in buying and merchandising. Store superintendent, warehouse managers, customer service, maintenance superintendents, workroom managers, receiving supervisors and delivery managers are but a few of the executive positions available in retailing. For further information please write to:

Association of Buying Offices
100 West 31st Street
New York, New York 10001

National Retail Merchants Association
100 West 31st Street
New York, New York 100001

City Managers

Employment is expected to grow faster than average for all positions. A Master's degree in management or public administration is desired. There are approximately 150 positions available in this field yearly.

Credit Managers

Employment in this field is expected to grow faster than the average because of the increasing use of credit. There are approximately 4,500 positions available yearly in this field. Metropolitan areas offer the best opportunities. A bachelor's degree is usually requested.

Hotel Manager or Assistant

The general manager of a motel or hotel is responsible for the guests' relaxation and happiness, as well as the efficient and profitable operation of the business. The person oversees all phases of the business such as purchasing, accounting, personnel administration, cultivation of sales, upkeep of grounds and housekeeping services. A large establishment employs assistant managers to head departments and share responsibilities and work in conjunction with the manager. A good manager should be sensitive to the needs of people, be able to organize and run a multi-faceted business, and be able to delegate responsibility to department heads.

There are approximately 6,500 positions available yearly in this field. The best opportunities are for those people with degrees in hotel administration. Manager trainees with a college education earn $8,500-$12,000. Experienced managers can earn up to $50,000. For further information write to:

The Council on Hotel, Restaurant &
Institutional Education
1522 K Street NW
Washington, D.C. 20005

Manufacturers Sales Representatives

As a sales representative, you are empowered by a concern to sell its merchandise to purchasers. Achievement in sales requires a delightful, pliable personality, a convincing method, and the aptitude to learn rapidly. There are approximately 30,000 positions available yearly.

Because sales representatives usually earn a salary and a commission, their earnings hinge on individual selling performance. Therefore, a person with a highly competitive personality has tremendous opportunities in this field. College graduates are usually preferred, but many successful sales representatives have less education. For more information write to:

The Society of Manufacturer's Agents
7053 Cathedral
Birmingham, Michigan 48010

Market Research Analyst

This person researches marked conditions to determine potential sales of a product or service. He collects, examines, and analyzes statistical data to forecast sales trends. The market research analyst collects data on competitors and analyzes their prices, sales, business operations as well as collects data on buying habits and preferences of future customers.

Employment is expected to grow at a much faster rate than average because marketing activities are motivated by request for new products and services. There are approximately 3,000 positions available annually in this field. Most jobs are located in large cities. A bachelor's degree is necessary for beginning jobs. A graduate work in statistics and marketing research is helpful for advanced positions. A market researcher earns approximately $8,500 for his first year. With a master's degree, starting salary is $12,000. Senior analysts average $15,000 and directors earn $20,000. For further information write to:

The American Marketing Association
230 North Michigan Avenue
Chicago, Illinois 60601

Purchasing Agent

There are approximately 11 700 positions available annually. Graduate degrees in purchasing management necessary for advancement.

Urban Planners

There are aproximately 700 positions available yearly. A master's degree in urban planning is desirable. Employment in this field expected to grow faster than the mean because of the demand for quality housing, health care, and other services.

BANKING OCCUPATIONS

Banker

If you like to deal with people, help them resolve their problems, and work in an office, then a job in banking may fulfill your needs. Competency, reliability, and ability to handle responsibility are prerequisites for a career in banking.

A bachelor's degree is sufficient for a position as a management trainee, teller or clerk, but additional training can lead to managerial positions. Large banks may have management trainee programs lasting six to twelve months. A management trainee may hold various positions in the bank in order to learn all aspects of the banking operation.

Loan Officer

A loan officer must have a knowledge of economics, personal finance, accounting, and commercial law in order to be able to extend credit to an individual or a business.

Operations Officer

An operations officer tries to improve bank efficiency by using up-to-date systems. The training and supervision of new employees is the operation officer's responsibility, as is the coordination of various departments of the bank.

Trust Officer
This person is involved with persons or institutions who have put their finances in special trust funds.

Management trainees earn approximately $7,000-$9,000 annually. Experienced executives and bank officers earn $10,000-$50,000. There are about 16,000 positions available annually for bank officers and employment is expected to grow faster than average for all occupations.

Bank Clerks
There are approximately 54,000 positions available yearly. Excellent employment opportunities due to large replacement needs. Best prospects for those trained in computer techniques.

Bank Tellers
Tellers handle a variety of transactions, including cashing customers checks, and handling deposits and withdrawals. 30,000 positions available annually. Good employment opportunities due to large replacement needs. For more information please write to:

The American Bankers' Association
1120 Connecticut Avenue NW
Washington, D.C. 20036

The International Bankers' Association
412 Washington Building
Washington, D.C. 20005

Food Retailing
Retail stores sell food that is to be eaten in a non-commercial atmosphere (not to be confused with restaurants). These retail stores include small general grocery stores and large and complex supermarkets.

There are excellent opportunities for advancement in food retailing because it is growing so fast. A college degree of any type will ensure a fast promotion. These college grads are trained and sent to school for additional training and management knowledge.

The future outlook is extremely favorable for employment. As the food industry meets the demands of the consumer, there will be a demand for cashiers, produce clerks, assistant managers and managers to administer these fast changes. For more information contact:

National Association of Retail Grocers
North Michigan Avenue
Chicago, Illinois 60601

CAREERS IN BROADCASTING

As America's foremost communications, media, radio and television educate and entertain millions of people every day. The broadcasting industry depends upon a constant input of talent, ingenuity and imagination in order to progress and expand its services. The glamour, excitement and diversity of broadcasting lure thousands of applicants each year to pursue careers in its four major divisions: programming, engineering, administration and sales. Most jobs however, require specific skills and/or experience; and the competition for openings is fierce.

According to the Occupational Outlook Handbook, position openings expected with the growth of cable television will be offset by an increase in automatic programming. Considering the trend toward automation in broadcasting, it is an asset to prospective technicians to be well versed not only in equipment operation, but in maintenance and repair as well. The basic requirements for highly coveted positions in network broadcasting are talent, education and experience! Small station experience is the major stepping stone to professional broadcasting careers. Due to overlapping in the responsibilities of personnel, small stations afford the novice multi-faceted exposure to station operation.

The call letters and addresses of stations and networks may be obtained from the following reference sources suggested by the National Association of Broadcasters. Copies are available in most public libraries and may be purchased at the following addresses.

Broadcasting Yearbook
Broadcasting Publications, Inc.
1735 DeSales St., N.W.
Washington, D.C. 20036

Spot Radio
Standard Rate and Data Service, Inc.
Stokie, Illinois 60076

Television Factbook
1836 Jefferson Place, N.W.
Washington, D.C. 20006

Write to the station or network for which you would like to work. Include a resume listing your educational qualifications and work experience. Be sure to highlight any experience which may relate to broadcasting, and include an audition tape if you have one. If possible, follow up your letter with a personal visit to the station.

In an effort to encourage ethnic minority involvement in the industry, the National Association of Broadcasters established an Employment Clearinghouse in 1973. Direct inquiries to: Coordinator of Employment Clearinghouse, NAB, 1771 N. Street, N.W., Washington, D.C. 20036.

Many schools and colleges offer courses in radio and television. The Broadcast Education Association of the National Association of Broadcasters will supply information concerning reputable two and four year college programs. In addition, a list of scholarships and awards offered by the NAB, other associations, stations and individual broadcasters is available without charge. Contact the Executive Secretary, Broadcast Education Association, National Association of Broadcasters, 1771 N. Street, N.W., Washington, D.C. 20036.

The success of radio and television stations strongly depends upon the cooperative functioning of four major deparments. The following job descriptions outline the basic responsibilities of station personnel by department.

The Programming Department, under the supervision of the Program Director, plans and produces programs in accordance with station policies, to meet the needs and intersts of the viewing or listening audience. The Program Department determines the most effective broadcast schedule for the station. Members of the Program Department are:

Production Manager
Supervises studio activities, determines equipment and space requirements, secures stage properties.

Producer, Director
Collaborate on planning and supervising a show or series, coordinate rehearsals, select performers, music sets, maintain necessary production time allotments and budgetary controls. These positions are among the most demanding in the broadcasting field. They require a combination of supervisory, administrative and creative skills.

Staff Announcer
Reads commercial copy, introduces programs and recordings, interviews guests, makes promotional and public service announcements. Announcers operate studio controls, turntables and tape recorders.

In addition to pleasant voice quality and good diction, a sound knowledge of English grammar, usage and pronunciation is essential to the announcer. Television requires the abilities to act, memorize, and present a natural, well-groomed appearance. Knowledge of history, public affairs, government and the arts is helpful to all announcers, and especially important to those interested in specializing in news and editorial departments.

According to the Occupational Outlook Handbook beginning announcers in commercial television earned $160-$200 a week in 1974. Experienced announcers earned $225-$350 with well known announcers earning highest salaries. Radio announcers earned slightly less, and educational stations generally paid less than commercial. In most large stations announcers work 40 hour week with overtime pay. In small stations announcers often

work 4-12 hours per week overtime. Announcers must keep in mind the possibilities of evening, night, weekend and holiday assignments.

Special Program Performer
A promotion for successful announcers. Responsible for gathering information for the production of own show. Specializes in sports, news, consumer affairs, arts or music. Personality contributes to station image.

News Director
Determines over-all news policy of station. Gathers and disseminates news, supervises news personnel, may also serve as working reporter.

Newscaster
Combination reporter and performer. Selects, edits, rewrites wire service stories, delivers new on the air. Most stations seek news reporters with college degrees in broadcasting or journalism. Investigative skills are essential.

Radio stations require a Music Librarian to catalog records and tapes. Due to the extensive use of filmed programming, T.V. stations employ Film Directors, Film Editors, Film and Video Tape Photographers. Other positions are Floor Manager, Program Assistant, Stage Director, Scenic Designers, Makeup Artists, Costumers.

The Engineering Department is the vital link between the station and the public. Broadcast Technicians under the supervision of the Chief Engineer are responsible for maintaining the strength and clarity of the signal sent out by the station's transmitter.

Engineering requires substantial technical background and is suited only to those English and Social Science majors who are willing to master the field of electronics. The National Association of Broadcasters explains that a First Class Radiotelephone Operator's license is essential to those who wish to progress to the top technical ranks in broadcasting. To obtain such a license, the aspiring technician must pass a series of written examinations administered by the Federal Communications Commission. For further information write to: The Federal Communications Commission, Washington, D.C. 20554.

According to the National Broadcasting Company, Inc., "the greatest number of jobs that can be filled by people not already in the industry are in administration". A noteable exception to this rule is the General Manager who, in cooperation with all station departments determines the general policies of the station, and handles daily problems in station operation.

The Press, Publicity and Promotion Departments are responsible for enhancing the station's image through advertising campaigns, promotional activities and press releases concerning station programs and personalities. These departments require writers, publicists and artists who are able to produce persuasive material.

The Research Department evaluates audience response to station programming and tests new programs to predict their potential for success. A knowledge of statistics, marketing and economics is useful to those seeking entry level positions.

The Personnel/Labor Relations Department and the Financial/Business Affairs Department of broadcasting companies require the same educational and experiential background as business careers in other fields. A thorough knowledge of budgeting, accounting and sales analysis is essential to most business positions, some require a Masters degree in Business Administration.

Since the single source of revenue available to commercial radio and television is advertising, the station's Sales Manager plans advertising campaigns to tie in with seasons, special programs, etc. Because advertisers do not always need national coverage for their products, network stations employ Sales Representatives who help advertisers plan campaigns for broadcast in particular areas (this method is known as "spot" advertising). Most "sales reps" work in large cities on a commission basis. The Salesperson maintains contact with sponsors under contract to the station and "services" their accounts. He or she is responsible for selling radio or television time in the form of programs, portions of programs and/or commercial announcements.

The following occupations are allied to the broadcasting industry: advertising agencies, program production companies, industry trade association work and broadcasting trade publications.

Companion booklets, Careers in Radio and Careers in Television, and a bibliography of books and other material on broadcasting are available free of charge from:

National Association of Broadcasters
1771 N. Street, N.W.
Washington, D.C. 20036

COUNSELING

Counseling is a wide and diverse field. Some of the fields of counseling are: marriage, career, crisis, education, administrative, financial aid, admissions and educational opportunity program counselors, peer, religious, genetic, sex, guidance, family planning, social, psychological, law, abortion, vocational, public relations, merchandising, and general counseling. Counseling can range from a U.S. presidential

advisor suggesting ways to pull the country out of a world crisis, to two friends chatting over coffee. There is even a radio program (at least at the present time) to which people may call to speak to a man who will counsel them on anything and everything. (Bernard Meltzer, WCR, on Saturday morning and afternoon).

Counseling is, by definition, an interpersonal relationship of understanding where an individual helps someone to get through a stressful situation, by helping them to attain insight into their problem (s), work out the problem and make effective decisions toward obtaining a desired solution.

The counseling can be done on an individual or group basis. The counselor "...collects, analyzes, and organizes material about individuals through records, tests, interviews, etc., in order to appraise their interests, aptitudes, abilities, and personality characteristics. The counselor compiles and studies occupational, educational and economic information to aid him in making and carrying out vocational and educational objectives. He or she also assists individuals to understand and overcome their own social and emotional problems" 1, by helping them to have more self understanding. A simpler definition is that counseling is helping. If you don't like people in general, nor enjoy interacting with people, nor enjoy helping people solve their problems, then stay away from counseling. It's not for you.

To be a professional counselor will require special training of some sort and/or a bachelors and masters college degree. Different types of counseling have different requirements. School counseling, for example, is concerned with the vocational, personal and educational needs, both present and future, of the student. Educational and Vocational counselors must have four years of college, preferably in the teaching field and have had courses in psychology and sociology. On a graduate level, they must take various counseling courses, analytical, social-psychological and organizational courses. They must also study group procedure and evaluation. Most states require a masters degree in counseling. Approximately one half of the states also require some work experience outside the field of teaching. Particular requirements vary from state to state.

Prospective employment opportunities and salary range depend on how much education you have and what kind of counseling you are qualified at. The largest group of counselors is public school counselors. There were approximately fourty-four thousand public school counselors in 1974. Those who had bachelors degrees earned between $9,000-$13,000 annually. Those with masters degrees earned from $10,400-$15,000 annually. Those with doctorate degrees earned a maximum of almost $18,200 a year. A decrease in the need of public school counselors is probable through the mid 1980's because of decreased school enrollment. Elementary schools will still need counselors though. The demand for public school counselors will probably depend on the government's Career Education programs. These programs presently supply funds for counseling programs.

Employment counselors that have master's may face difficult competition for jobs in public and community agencies through the mid 1980's. The need for these counselors will increase as they are needed to retrain unemployed workers. They also are dependent on federal, as well as state funding. In 1974, salaries ranged from $7,200-$14,700 a year minimum to $,700 to $19,100 maximum. In some private and community agencies, the salary went as high as $20,000.

The employment outlook for College Career Planning and Placement counselors looks generally favorable through the mid 1980's. Employment prospects will increase in proportion to the increased enrollment in colleges, especially for career counselors in junior and community colleges. The need for career counselors for minority and low income groups will also increase. The limiting factors to this growth are the financial resources of the higher education institutions. Salaries for these counselors range from $7,000 to $15,000 a year.

Counseling can be a fulfilling and rewarding profession, although the rewards may not be monetary. For more information on counseling write to:

American School Counselor Assoc.
1607 New Hampshire Avenue
Washington, D.C. 20009

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[1]Dictionary of Occupational Titles, 1965, Vol. 1, Definition of Titles, p. 173.

GOVERNMENT CAREERS

Federal Employment

The federal government employs more than 2,765,000 persons in a great variety of jobs in the United States and throughout the world. In fact, almost all types of jobs found in private industry can be found in government. The range encompasses almost every conceivable occupation-mailman, veterinarian, meteorologist, librarian, conservationist, electrician, researcher, oceanographer, food and drug inspector, and special investigator, to name a few.

One of the basic differences in job opportunities in government service is that only when positions are open are applications accepted. If you keep in touch with your federal job information center, you will discover vacancies, opportunities and counseling services. These special centers exist primarily to answer questions, dispense information, and help you become a government worker.

One-fourth of all government jobs are located at agency headquarters in Washington, D.C. Other jobs are located oversees, and the remainder are mostly in large metropolitan areas throughout the country. The government stystem of hiring is the Civil Service merit system which is based on ability alone, qualified applicants being appointed without discrimination by race, sex, politics, religion, color or national origin. The system guarantees fairness beyond reproach, and a special effort is made to find the best person in a particular job.

If you are interested in a particular job with the government, you must wait until a vacancy occurs and a job is announced. Follow up the announcement to find out what the qualifications of the position are, whether a written exam is required, and what the salary is. Not all government jobs require written tests. If the announcement calls for experience and you don't have any, don't bother applying, though any extracurricular or volunteer work will be credited as experience. In any specialty position where qualifications are quite specific, only those with proper credentials should apply.

Where to Obtain Information

Federal employment information is offered by the United States Civil Service Commission through a nationwide network of Federal Job Information Centers. For an answer to all of your questions about Federal employment you can call, write, or visit the nearest Federal Job Information Center. Each center has a local telephone number and a toll-free number which can be used from within the state and, depending on the number, from out of state.

You should call the Federal Job Information Center nearest to where you plan on locating. It is good policy to talk to the information specialists employed by the Civil Service before writing a letter or filling out a job application. These specialists, upon request, will mail out employment announcements, application forms, and information pamphlets.

Through these information centers, you can receive Mid-Level Applications, PAGE Examination information and application, Summer Exam for Internships application and information (which comes out in November), and other internship information.

If you are not aware of what opportunities exist for someone with your education and experience, explain your qualifications to the information specialist and you will receive assistance in applying for available positions.

The following is a list of addresses and phone numbers of the Federal Job Information Centers in the New York area. If a complete listing of the Federal Job Information Centers is desired call one of the local centers and they will provide you with a nationwide listing or current Federal Job Information Center Directory.

Albany: In local area call (518) 472-3313 or 3314
New Federal Bldg., Rm. 307, B'way. & Maiden Lane, 12207
Brooklyn: (212) 596-5005 or 6434
271 Cambden Plaza East, 11202
Hempstead: (516) 483-2664
175 Fulton Avenue, 11551
N.Y. City: (212) 264-0422
Federal Bldg. 26 Federal Plaza, 10007

Application - Employment

In order to work for the Federal Government, an individual must first be listed in the Federal Register. To be listed, an individual looking for an administrative position must take the PACE Professional Administrative Position Careers Exam, or file a Mid Level Application. To qualify for the PACE exam, you must have a Bachelors degree, or be expecting to receive your degree within the year. In order to be eligible for a Mid Level rating you must have at least a Masters degree or be expecting to receive your degree within the year.

After the results are recorded from the PACE examination or Mid Level application, competitors are given a civil service ranking and are placed in the Federal Register.

When entry level positions become available within an agency, the agency may request a list of qualified people from the PACE exam results. Currently, individuals who have scored 95% or better are being recruited. A list of the exact positions which are being filled through the PACE exam will be sent to you with the application for the test.

Due to the abundance of qualified candidates and the fact that the civil service lists are not always solicited for every open position within an agency, it is important to aggressively seek out employment with the agency you are interested in.

Therefore, upon receipt of your PACE scores or Mid Level ranking, you should also file a personal qualifications statement (standard form 171) and a copy of your test scores or ranking, with the agency you would like to work for. Do this personally going to the federal agencies headquarters nearest you. For Long Islanders and New York City residents, the place to go is a Federal Bldg., 26 Federal Plaza, New York City.

Employment with Congress

Most congressional staff employment is obtained by contacting individual senators or representatives. To find out who they are, their telephone numbers, where they are located, their committee memberships, party affiliation, brief biographical sketches, and maps of all United States Congressional Districts, consult the Congressional Directory. This can be found in a public library or you may request a copy of the Directory from your local congressman.

There are also two Capitol Hill Employment Offices:

The House, 1016 Longworth Building 225-6731
The Senate, 46B Senate Building 225-4981

The Joint Committee on Congressional Operations will also provide information on employment for staff positions. Their phone number is (202) 225-8267.

Employment with New York State

Almost all employment with New York State comes under the jurisdiction of the State Civil Service Commission. Examination announcements are available to the public at any office of the New York State Employment Service, the New York City District Office at 2 World Trade Center, or from the Albany Office of the New York State Civil Service Department, the State Office Building Campus, Albany, New York 12239.

In addition to Civil Service employment, there are some appointed positions within the governors office. The Governor's office consists of five departments: the Program Office, Press Office, Counsel Office, Appointments Office and Administration.

Employment with Suffolk County and Towns within Suffolk County

Technically, all positions within Suffolk County Civil Service are obtained by achieving a high grade on an open-competitive examination. Many of the higher level positions require between three to fifteen years experience in addition to a B.A. or M.A. degree. Higher level positions are also often time filled through promotional examination.

Town governments are also required by Civil Service law to hire through civil service eligible lists. Whereas, in the past, many town and county employees were hired provisionally until the next exam for the position was given. There is currently a shift away from hiring provisional employees.

Each fall, Suffolk County Civil Service Office publishes an examination schedule for the following year. It lists the position titles and the jurisdictions which hire under each title, whether it is the county, towns, villages, or school districts.

A copy of this tentative schedule can be obtained by going to the Suffolk County Department of Civil Service in the H. Lee Dennison Building, Veterans Memorial Highway, Hauppauge, and requesting a copy. Also available is a pamphlet on Suffolk County Government: Entrance Opportunities for College Graduates, and a general information publication on county jobs in New York State which may give you a perspective on county personnel needs entitled Career Opportunities in County Government.

Employment with the County Executive's Office

The office of the County Executive is comprised of seven major departments

Employment with one of the departments is secured through appointment and through civil service examinations. The major departments are the Criminal Justice Planning, Human Services Planning, and Youth Bureau; the Environmental Quality Council Office, the Office of the Aging. The Department of Personnel and Labor Relations: Purchasing, Central Services, and Data Processing.

Presently, the best opportunities for employment in the County Executive's Office are with the Criminal Justice Planning and Human Service Planning and the Youth Bureau.

In addition to Civil Service examinations which cover most positions that exist within the county, positions are sometimes filled through resumes that are placed on file with the Department of Personnel and Labor Relations. There might be an opening where there is no list and/or desire to hire someone immediately or temporarily.

JOURNALISM

Careers in journalism refer to those jobs concerned with the collecting and publishing of current news and are usually associated with newspaper and magazine periodicals. They also include nonliterary fact books, documentaries, business journalism, and public relations. College graduates with a liberal arts degree or journalism degree can gain entry in beginning level jobs in writing, editing, or research, etc.

For most positions in journalism, the competition is high. The surplus of college graduates increases the competition in an already competitive field. Most opportunities are in small or lesser known organizations. Competition eases off at the upper levels.

Most sources agree that an aspiring journalist should plan on starting small and working hard to advance in this field. Getting a foot in the door is the key to advancement. Ability and willingness to move to a new locale is important. Exceptional writing ability or specialization in scientific, technical, or language subjects is a definite plus. Also be prepared for long or erratic working hours. Non-reporting jobs have more regular hours.

Magazine Editor

Editor's duties include planning articles, assigning someone to write or research each article, or write/research articles themselves, and also supervising production, layout, photos, illustrations, for each article or issue.

Most major magazines have an editor-in-chief and other staff and managing editors. On a small publication, one editor may do everything to prepare an issue for publication, from researching to proofreading. Editors must be knowledgeable about nearly every facet of publishing.

In order to start in an entry-level job as an editorial assistant, the requirements are a bachelor's degree (liberal arts or journalism) along with characteristics of creativity, resourcefulness, initiative, and the ability to perservere.

Competition for magazine editing jobs is keen, especially for "glamour" jobs on major publications. The best chance is to start on a small publication, which offers a wide range of responsibilities and the opportunity to learn all facets of journalism.

Proofreader

A proofreader checks copy for errors made by the typesetter and may also notify the editor of spelling or typing errors, but usually not matters of writing style. A proofreader may also have other duties, such as researching.

Good English skills, (i.e., grammar, spelling, punctuation), and patience are necessary. Usually proofreading is learned on-the-job. This is a good place to get a foot in the door for other positions, but check to be sure that advancement is possible in the company you apply to. Apply directly to company for work.

Publications Researcher

Provides research services to staff writers such as gathering material, verifying facts, assisting editor, etc. Includes other skills such as editing, proofreading, typing, and general office duties. This job requires researching and library skills and the ability to scan material quickly.

As with most journalism jobs, competition is high, but opportunities exist at beginning levels. In fact, main job of most beginning journalists is information gathering.

Newspaper Reporter

A reporter investigates, and usually writes up, newsworthy events. On large publication, a reporter may have a specialized area of assignment, such as sports, politics, etc. A smaller publication may be required to write only a rough draft, while others may handle a story from start to finish. A reporter must plan on long hours and/or shift work and may be expected to be on call when a story "breaks".

A college degree is required, with experience in journalism preferred. Applicants must be willing to relocate as jobs are widely scattered and competition is high. Reporting requires aggressiveness and the ability to take on a high level of responsibility. The work is detailed and creative and also requires physical stamina. Applicants must take a writing test.

The general consensus is to try to get a job on a small-town type of publication to build up your resume. Keep samples of your work for future applications to larger publications. Experience, such as a college newspaper or a part-time job is more and more necessary. Social work experience is also an asset for reporting interpretive or analytical news. There are about 2,200 openings per year nationwide.

Trade or Textbook Editor

This type of editor accepts or rejects manuscripts submitted to the publisher, solicits or assigns authors to write books, supervises production, and prepares manuscripts for final production (ex., makes corrections, deletions, etc.). Assists author in developing a book. An editor may be assigned to a specialized topic such as science, art, etc., and must also be knowledgeable on financial and legal aspects of publishing (copyright laws, contacts, profit potential, etc.).

A college degree is required, preferrably in liberal arts or journalism. An applicant must have good writing and English skills, must be able to work independently, plus be diplomatic..

The best opportunity lies in starting as an editorial assistant, with smaller, lesser known companies more likely to be hiring. Salaries: Starting salaries range from $130-$160 per week. As of April 1, 1976, union scale was as follows: reporters and photojournalists ranged from $123-$432 weekly with a yearly average of $13,000. Average top minimum (not starting) for magazine editors is about $240 weekly, while writer-reporters earn from $50 to $100 less. Freelance writers' pay scales are not standardized. Editors are sometimes paid by quantity of copy edited; ex. perhaps $12.50 per column for freelance editing. Salaries vary according to size and circulation of publication as well as experience and qualifications of journalist. For further information:
Booklets and Pamphlets:

"Jobs and Opportunities for Writers" (include large self-addressed, stamped envelope)
Writer's Digest
9933 Alliance Rd.
Cinncinnati, Ohio 45242

"Education for a Journalism Career", (list of accredited programs)
Milton Gross, Sec'y-Treas. ACEJ
School of Journalism
University of Missouri
Columbus, Mo. 65201

"Facts about Newspapers: 1976"
"Your Future in Daily Newspapers"
American Newspaper Publishers Association Foundation
P.O. Box 17407
Dulles International Airport
Washington, D.C. 20041

"Come Up to a Rewarding Career in Journalism"
National Newspaper Association
491 National Press Building
14th Street, N.W.
Washington, D.C. 20045

"Careers in Business Press"
American Press, Inc.
205 E. 42nd Street
New York, New York 10017

Directories
Listing of publications, agencies, etc. and should be available in a local library to be used by job seekers to locate prospective employers or by freelancers to find a market for works:
O'Dwyers's Directory of Public Relations Firms, Ayer's Directory, Broadcasting Yearbook, Standard and Poor's Register of Corporations, Directors, and Executives, Editor and Publisher Yearbook, Literary Market Place, Standard Directory of Advertising Agencies, Publisher's Auxiliary, Writer's Handbook, Writer's Market.

Other Organizations
American Book Publishers Council, Inc. (Re: editing)
1 Park Avenue
New York, New York 10016

American Society of Magazine Editors
575 Lexington Avenue
New York, New York 10022

American Newspaper Publisher's Association
750 Third Avenue
New York New York 10017

Author's League of America
New York, New York

The International Typographical Union (Re: proofreading)
P.O. Box 157
Colorado Springs, Colorado 80901

National Writers Club
1365 Logon Street, Suite 100
Denver, Colorado 80203

The Newspaper Guild
1125 15th Street., N.W.
Washington, D.C. 20005

PUBLIC RELATIONS

Public relations specialists' primary function is to develop and maintain public opinion favorable to organizations using their services.

In order to accomplish these goals, public relations specialists must take into account the likes, dislikes, needs and interests of the public and their clients. In effect, public relations aims to shape public attitudes in such a way as to make them favorable to their client's product. Sound research is the basis for this shaping of attitudes. Three of the basic kinds of research undertaken by the public relations specialists are: Market research, used to determine how people react to a client or his product and it's effect on people; opinion polls, used to determine what people are thinking or feeling; and finally an indepth research to find out the whys of the other two. Public relation specialists rely to a large extent on consultants from a wide range of fields, from the academic community to the biological sciences. Media, arts, and sciences all play a large role in the affective use of public relations.

Opportunities

More than 1800 independent public relations agencies with a work force of over 100,000 employees are actively engaged in this fast-growing and challenging field. Public relations and specialists are utilized in every field from attracting new college freshman to charity funding-raising.

Earnings

Public relations trainees receive an approximate starting salary of $8,000 dollars a year. Generally speaking, consulting firms in large cities offer the highest paying positions. Educational background as well as life experiences and related work experience pay off in obtaining larger starting salaries. Those with experience in the field are paid proportionately higher wages. This can mean as much as $14.000 dollars or more in a medium size firm to upwards of $15,000-$25,000 for public relations directors. Those whose abilities approach the executive level earn between $25,000 and $50,000 annually. State and Social Agencies tend to pay on a somewhat lower scale, but they offer the opportunity to experience.

Requirements - Educational

On the high school level, a number of courses may be taken as preparation for college work in the area. Through the study of citizenship, economics, geography, history, social sciences, English, foreign literature and language courses, students can gain a firm grasp of some of the knowledge necessary to be an effective Public Relations specialist. College courses include: English, literature, journalism, sociology, psychology, history, political science, economics, public speaking, physical science, social sciences, anthropology, and foreign languages. A knowledge of marketing, business practices and advertising can also be helpful. In short, the broader and more extensive your education the greater your chances of success. A B.A. will get you in the door, an M.A. may get you into the executive suite.

Requirements - Personality

The person who chooses public relations as a profession must have both physical and mental stamina. The abilities to think imaginatively and creatively to be patient but aggressive and highly principaled are a must for understanding coupled with a desire to be sympathetic and the willingness to help are qualities which help to make for a successful career in Public

Relations. Integrity, believe in the client and his products will go a long way towards this goal. Your good manners are essential! The willingness and ability to talk on a wide range of topics is crucial as is the ability to listen. Being able to evaluate people and situations as well as good judgement, enthusiasm and curiosity go a long way in this field. Besides all of these qualities, good Public Relations specialists must be able to express themselves in effective and persuasive prose writing. Since public relations deals with people in a number of different settings ranging from the formal to the informal, a good grasp of how people feel and think about your ideas can be of invaluable service.

Forecast for the Future

How extensive is the field? Nearly limitless. With business and communities becoming increasingly more sophisticated, the demand predicted for qualified public relations people is tremendous. Small companies with an eye towards larger markets and big companies with an eye towards still greater growth are rapidly increasing their lists of public relation employees. Areas of increasing specialization are developing within the field, such as stockholder relations and public affairs. Some specific jobs ad related titles include: advertising assistant, buyer, purchasing agent, manufactures agent, literary writer, news editor, labor union business agent, school superintendant, psychologist, sociologist, job analyst plus a myriad of others.

With expenditures already in the billions of dollars annually, the outlook is for even greater expenditures and, thus, greater opportunity.

Here is a list of places to go for that one all important goal - a job. There are no guarantees, but maybe it will give you some idea of the scope of the Public Relations field:

Charlie Sanders
Public Relations National and International Creative Services
19 West 69th Street
New York, New York (212) 595-3979

Clark Nelson, Ltd.
1014 Madison Avenue
New York, New York (212)628-1200

Corporate Strategies, Inc.
300 Madison Avenue
New York, New York (212) 986-5660

Washington Representatives - L. Shelby Cullon (212)A14-1000

Krasney Samuel Assoc., Corporate Marketing
New York, Los Angeles, London
Park Avenue
New York, New York (212) 684-7250

Public Affairs Corp., Public Relations, Publicity, Special Events
Educational Materials
20 East 53rd Street
New York, New York (212) 755-2140

The Gallup Organization, Inc. (Public Opinion Analysts)
53 Bank Street
Princeton, New Jersey (609) 924-9600

The preceeding are but a partial listing of the larger public relations firms in the metropolitan area. For further avenues to explore consult your telephone directory. (It lists about 400 such firms).

REAL ESTATE SALESPERSON OR BROKER

Job Description

The real estate broker is an independent business person who may sell, rent, or manage properties. They may work as appraisers or develop new building projects. They may arrange for loans to finance . Purchases are usually responsible for a title search on property and arrange meetings between buyers and sellers. They are also responsible for the management of their own office and advertisement of property. The salesperson obtains listings from property owners and then locates a buyer for the property. His/her ultimate responsibility is to negotiate a sale that is satisfactory to both the buyer and seller.

Requirements and Training

College is not essential for this job. However, passing a written exam given by the Department of State is necessary to obtain a license as a real estate salesperson. In order to help you prepare for the examination, many college adult evening programs are available. After gaining experience as a salesperson (usually one to three years is required) and passing a comprehensive examination, you become a licensed broker.

Maturity, tact and enthusiasm are helpful personal traits for prospective customers. It is also helpful to be familiar with business details such as taxes and zoning laws in the area in which you are working.

Job Prospects and Salary

There are several thousand openings each year due to the rapid turnover associated with the field. Due to the highly competitive nature of the field, the prospects are more favorable for well-trained ambitious people who enjoy selling. During tight economic conditions, the volume of sales and the demand for salespersons declines. Earnings are based on commissions from sales and generally ranges from $8,000-$12,000 for the beginner to about $20,000 and up for an experienced salesperson and broker.

Other occupational possibilities for those experienced in real estate are careers in appraising, finance or urban planners.

For additional information on the details of licensing, opportunities in the field as well as a list of colleges offering courses, contact:

National Association of Realtors
155 E. Superior Street
Chicago, Illinois 60611

INSURANCE AGENTS AND BROKERS

Job Description

Insurance Agent-An independent businessman who sells life, health, accident, auto, home insurance, etc. Most insurance agents represent several companies and develop insurance programs to fit the needs of an individual client. Much of their time is spent discussing insurance policies with prospective and existing clients.

Insurance Broker-The insurance broker is similar to an agent except that an agent represents the insurance company and the broker represents the insured party. Both are primarily concerned with planning insurance programs in accordance with the specific needs of the client.

Requirements and Training

A college graduate with any major is accepted. If interested in additional training, courses in economics, accounting, finance, business law and insurance are suggested. Must be state licensed. This usually follows the passing of an examination.

Personal qualifications are enthusiasm, self-confidence and the ability to communicate effectively. Initiative is needed to locate new prospects.

Job Prospects and Salary

The insurance business is a fast growing industry. There is a large turnover due to the competitive nature of the job.

Beginners in the field are usually guaranteed a moderate income while they are building a clientele. Thereafter salary is based on commission. Commissions depend on the type and amount of insurance sold. In general, after a few years experience, commissions may range from $10,000-$20,000 per year. Very successful agents and brokers earn over $30,000 per year. Many workers in the field eventually establish their own agency or brokerage.

For further information about licensing contact:

The Institute of Life Insurance
277 Park Avenue
New York, New York 10017

INSURANCE CLAIM REPRESENTATIVES

Job Description

Claim Adjusters-They are responsible for investigating the amount of damage incurred and to negotiate a settlement with the claimant.

Inside Adjusters-They are a special group of claims people who are responsible for settling small claims.

Claim Examiners-They investigate the details about any questionable claims. Generally they investigate and approve payment on claims.

Training and Requirements

A college degree is preferred. However, no specific field of study is mandated. Most companies give on-the-job training and offer home-study courses. Three-fourths of the states require licensing and applicants must pass a written examination.

Job Prospects and Salary

The growing volume of insurance is resulting in a growing demand for claim adjusters. No-fault insurance has caused a slow down in recent years for adjusters specializing in auto insurance. There has also been a decrease in the demand for claim examiners specializing in life insurance due to the increased use of computers. There has been a growing demand for inside adjusters.

Salaries range from $8,500/yr for inside claim adjusters, to $12,000/yr claim adjusters to $13,500 for claim examiners.

Information about licensing can be obtained from the department of insurance of any state. Further information can be obtained from:

Insurance Info. Institute
110 William Street
New York, New York 10038

Institute of Life Insurance
277 Park Avenue
New York, New York 10017

INSURANCE UNDERWRITERS

Job Description

The job of the underwriter is to decide whether his insurance company will accept risks after analyzing and studying information on applications for insurance. Most underwriters specialize in either life, property and liability or health insurance. After deciding that a policy is acceptable, an underwriter may outline the terms of the contract and the amount of the premium. Underwriters have a great responsibility in the use of personal judgement in ensuring the economic stability of their company.

Requirements and Training

Most insurance companies seek college graduates with degrees in liberal arts or business administration. They usually start as trainee or junior underwriters and often receive supplemental training at company office schools or home-study courses. Many companies offer salary increases as incentive for taking additional courses. An underwriter must be able to communicate his ideas to others, and be imaginative and aggressive as well.

Job Prospects and Salaries

Each year there are many job opportunities due to the growth of the industry. Experienced underwriters who complete additional courses may advance to managerial positions. Heightened competition among insurance companies has increased the demand for "sharp" and competent underwriters.

Salaries for underwriters in life insurance average about $12,500-$13,000 a year, those employed in companies selling property and liability insurance average about $11,500 per year. Supervisory positions pay between $15,000-$20,000 per year

Information about career opportunities may be obtained from:

Institute of Life Insurance
277 Park Avenue
New York, New York 10017

Insurance Information Institute
110 William Street
New York, New York 10038

American Mutual Insurance Alliance
20 North Wacker Drive
Chicago, Illinois 60606

RESEARCH POSITIONS

Research Assistant

There are essentially three types of employers that would be needing your services:

Professional Organizations

These organizations are looking for information needed to compile surveys for their reorders. To qualify, an ability to read and skim printed material at a fast pace, and with a high degree of accuracy is needed. It is a "must" that you have good library skills and great familiarity with needed reference material.

Newspaper and Magazine Publishers

Publishers of periodicals need researchers to provide background information and material for their writers. In this line of work you are helping to provide additional services to the readers of these periodicals.

Publisher of an Encyclopedia

There is a great need for miscellaneous facts for the preparation of a encyclopedia. Good research skills are a must.

All of the above jobs maybe combined with secretarial, editing, or proofreading tasks.

Other notes on Research

In the field of business, most companies want graduate degrees, but will accept a B.A. To enter into management, post study in business management should be pursued. Salaries in research range from $5,000 to $9,000 a year. Although no specific predictions can be made, there is always a need for qualified researchers.

Because the job market is so diverse, it would be hard to give one address to contact. It would be in your best interest to check with a variety of organizations.

Legal Assistant

A legal assistant does complex research and interpretation of matters of law. To serve in this capacity, one must have a B.A. and complete a specialized training course. This course is usually comparative to one semester of study. To give you more insight into the job itself, the American Bar Association defines a lawyer's assistant as follows. "Under the supervision of a lawyer, the legal assistant should be able to apply knowledge of law and legal procedures in rendering direct assistance to lawyers engaged in legal research, design, develop or plan modifications or new procedures or applications, prepare or interpret legal documents and write detailed procedures for practicing in certain fields of law; select, compile and use technical information from such references as digests, encyclopedias or practice manuals and analyze and follow procedural problems that involve independent decisions".

Other notes on Legal Assistants

There is great promise in this field as prepaid group insurance plans become increasingly accepted. Salaries in this area range from $7,000-$11,000 a year, with the average of about $8,500. Since this is a relatively new field, job predictions are vague. With the new trend in prepaid insurance plans one can conclude that this appears to be a career of the future.

For additional information contact:

The American Bar Assoc.
Special Committee on Legal Assistants
1155 East 60th Street
Chicago, Illinois 60637

Locally:
Lawyers Assistant Program
Adelphi University
Garden City, N.Y. 11530

Paralegal Institute, Inc.
132 Nassau Street
New York, New York 10038

TRAVEL

Air Traffic Controller

Air traffic controllers coordinate flights to prevent accidents and minimize delays in take-offs and landings. Some regulate airport traffic while others regulate airport flights between airports. They must keep track of positions of planes both on the ground and in the air. They must also learn to communicate with pilots in the use of electronic equipment.

Air traffic controller trainees are selected through the competitive Federal Civil Service System. Applicants must be less than 31 years old and must pass a written test that measures their ability to learn and perform the controller's duties. In addition, three years of progressively responsible work experience or four years of college or a combination of both are required.

Applicants must be in excellent health, have vision correctable to 20/20 and must be able to speak clearly and precisely. Successful applicants receive a combination of on-the-job formal training in required characteristics expected of the job. All receive intensive training in simulators at the FAA Academy in Oklahoma City. It usually takes two to three years to be fully qualified.

College graduates who have civilian or military experience as controllers, pilots or navigators will have the best employment opportunities. There are some openings because of the growth but competition is keen.

Flight Attendants

Stewardesses and Stewards are aboard almost all commercial passenger planes to help make the passengers flight safe, comfortable and enjoyable. They are responsible to the captain. Before each flight, attendants check supplies and emergency equipment, see that food and beverages are in the galley, greet passengers, check tickets and assist them to their seat. Stewardesses give instructions in use of emergency equipment and check to see that passengers have their seat belts fastened. While in flight, they serve meals, cocktails, answer questions about the flights, distribute pillows and magazines.

Airlines place great stress on hiring a poised, tactful and resourceful person. The age requirements vary, but 19 is the minimal age consideration. Height from 5'2 to 6' tall, with weight in proportion to height. You must have good vision and also speak clearly. Applicants must be High School graduates but those with two years of college nurses training or experience in dealing with the public are preferred. A second language is needed only on international flights. Good grooming is a definite asset and a prerequisite most of all airlines. Airlines give five weeks of training which include classes in flight regulations and duties, company operations and policies, emergency procedures and first aid.

Job opportunities may vary because air travel is sensitive to ups and downs in the economy. Increase in population and personal income are expected to increase the number of airline passengers. To deal with this growth, airlines usually enlarge their capacity by increasing the number and size of planes in operation. Since the FAA safety rules require one attendant for every fifty seats, more flight attendants will be needed. Employment is expected to grow faster than average but there is high competition for these positions.

Reservation, Ticket and Passenger Agents

These employees reserve seats, sell tickets and help passengers board the planes. Reservation agents give customers information on flight schedules and fares over the telephone. Computers are used to keep track of flight space information so that it is easy to check to find out if seats on a plane are available. Ticket agents work in downtown offices or at airports answering questions about schedules and making reservations. They also

fill out the ticket forms with information such as the flight number, passengers name, and destination. Sometimes they tag luggage for shipment on the plane.

Passenger agents work only at airports, spending much of their time helping ticket agents give information, prepare tickets and check baggage, and help passengers board the plane. The agents tell passengers when and where to get on plane , collect tickets and assign seats. Passenger agents also assist customers with problems, such as lost or damaged baggage.

The agents must have high standards with respect to appearance, personality and inter-actions with others. A High School diploma is required and some college training is preferred. There is usually a one week classroom instruction to learn how to get information from the book of flight schedules and from the computer. They also learn how to handle customers courteously. Following classroom instruction, new employees receive on-the-job training from experienced workers. About three weeks is needed before an employee is considered qualified. Opportunities for employment fluctuate from year to year. Again, expect keen competition as airline jobs are always very popular. While the number of airlines passengers varies with ups and downs in the economy more agents will be needed because of the anticipated increase in airline passengers. Although airlines are installing machines to process information, machines can not replace the personal contact that is important For further information, write to:

Flight Attendants, Air Traffic Controller
Airline Stewards and Stewardesses Association
205 West Wacker Drive
Chicago, Illinois 60606

Air Transport Association of America
1709 New York Avenue NW
Washington, D.C. 20006

Reservation, Ticket and Passenger Agents
Airline Employees Association
5600S
Central Avenue
Chicago, Illinois 60638

Travel Agent

As a travel agent, you help individuals or groups plan trips, making reservation for airplanes, hotels, tours, and car rentals, obtaining and writing tickets, and making any other necessary arrangements.

Although not required for beginning jobs, a college degree is helpful, especially if you have had courses in languages, history, geography, political science, art, music and literature. To succeed in this field

you will need to be extremely well organized, possessbasic math skills, and be able to communicate information and enthusiasm to customers. Of course, the more you have traveled, the easier it will be to help others plan their trips.

As a travel agent, you will work in a travel agency or for a transportation company, tour organization, state or national tourism bureau, or a travel department within a large company. You will probably begin as a ticket reservationist, but, with some experience, you can progress rapidly. For further information write to:

Travel Agent
American Society for Travel Agents
360 Lexington Avenue
New York, New York 10015

Travel U.S.A. Discover America Travel Organizations
1100 Connecticut Avenue., N.W.
Washington, D.C. 20036

Association of Travel Executives Empire State Building
Suite 540
New York, New York 10001

ACTION OPPORTUNITIES

Peace Corps Volunteer

The Peace Corps is a group of men and women who volunteer their skills and efforts for a period of about two years to help underprivileged people in this country and abroad.

A Peace Corps volunteer must be a U.S. citizen, at least eighteen years old, and emotionally and physically stable. He must have a specialty that is of some use and be able to adapt to strange or unusual customs. Many applicants have college degrees. After interviewing and testing and a period of training in customs and culture of the country to which you are assigned, you will begin your job assignment. You must realize that the Peace Corps is not a money-making proposition; its rewards must be personally determined.

VISTA Volunteer

VISTA was created in 1964 to bring the skills, education, and knowledge of volunteer experts to the poor in the community. Volunteers work for one year or more in urban ghettos, farm communities, migrant labor camps, and Indian reservations.

Some VISTA programs may also help you get on the job training for a new field. Like the Peace Corps, VISTA is not a program that will reward you financially the satisfaction is in the opportunity to perform a needed service for fellow Americans.

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For further information write to:

Peace Corps Volunteer
Peace Corps Volunteer
806 Connecticut Avenue, N.W.
Washington, D.C. 20525

VISTA Volunteer
VISTA Volunteer, ACTION, Washington, D.C. 20525

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